

EEO PUBLIC FILE REPORT

FOR

WBHM(FM)

This EEO Public File Report
Covers the Period Ending
November 31, 2019

**Equal Employment Opportunity Public File Report
WBHM(FM)**

*Recruitment Activity Summary
November 31, 2018-November 31, 2019*

This EEO Public File Report is filed in the public inspection files for Station WBHM(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

1. Total Full-Time Vacancies

- During the period ending on November 31, 2019, there were 3 full time job vacancies (Traffic Coordinator), (Digital Marketing Specialist), and (Membership Specialist).

2. Total Interviewees for Full-Time Vacancies

During the period ending on November 30, 2016, there were (3) full time job vacancies filled and (6) interviews of candidates.

3. Recruitment Sources

The following are the recruitment sources collected for use in the event of a recruitment opportunity for all positions. We will revise and add to the list as appropriate

Recruitment Source	Total Number of Referrals
University of Alabama at Birmingham Human Resources (via www.wbhm.org and www.uab.edu)	67
WBHM 90.3 FM On-Air Broadcasts	0
AWARE Disability Management Program Referral	1
Employee Referral	11
Corporation for Public Broadcasting (CPB) Jobline www.cpb.org/jobline	0

Twitter/Reddit/other	32
Current Magazine (trade publication) www.current.org (Paid)	0
INDEED www.indeed.com (Unpaid- scraped from UAB Jobline)	108
Publicmediajobs.org	0
LinkedIn	18
AL.COM/Birmingham News	
Other Newspaper/ Other E newsletters	
Other Individuals who referred	
AL Association of Non Profits	0
State of Alabama Employment site	1
Monster	3
Jefferson State Career Services	1
FaceBook	10

4. Supplemental Information

Exhibit A contains the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- * The recruitment source that referred the hiree for each full-time vacancy;
- * The total number of persons interviewed for each full-time vacancy; and,
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO 47CFR 73.2080 2 during the time period covered by this report.

- Staff Training/Professional Development
- Mentoring/Internship
- Outreach, Recruitment
- Community Outreach/Engagement

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If you have questions concerning this Report, contact: Anne Buckley, Vice President UAB University Relations, WBHM, 650 11th Street South, Birmingham, Alabama 35294, 205-934-2606.

EXHIBIT A
FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **Digital Marketing Specialist**

Recruitment Source that Referred the Hiree: Employee

Date Vacancy Opened: January 22, 2019

Total Number of Persons Interviewed for the Vacancy: 5

Date Vacancy Filled: April 15, 2019

Recruitment Source	Total Number of Referrals
University of Alabama at Birmingham Human Resources (via www.wbhm.org and www.uab.edu)	41
WBHM 90.3 FM On-Air Broadcasts	1
AWARE Disability Management Program Referral	0
Employee Referral	7
Corporation for Public Broadcasting (CPB) Jobline www.cpb.org/jobline	0
WBHM FaceBook	9

Twitter/Reddit/other	27
Current Magazine (trade publication) www.current.org (Paid)	0
INDEED www.indeed.com (Unpaid- scraped from UAB Jobline)	89
Publicmediajobs.org	0
LinkedIN	18
AL.COM/Birmingham News	0
Other Newspaper/ Other E newsletters	0
Other Individuals who referred	0
AL Association of Non Profits	0
State of Alabama Employment site	1
Monster	2
Jefferson State Career Services	1

EXHIBIT A
FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **Membership Specialist**

Recruitment Source that Referred the Hiree:

Employee

Date Vacancy Opened: January 8, 2019

Total Number of Persons Interviewed for the Vacancy: 1

Date Vacancy Filled: February 26, 2019

Twitter/Reddit/other	6
Current Magazine (trade publication) www.current.org (Paid)	
INDEED www.indeed.com (Unpaid-scraped from UAB Jobline)	26
Publicmediajobs.org	
LinkedIn	
AL.COM/Birmingham News	
Other Newspaper/ Other E newsletters	
Other Individuals who referred	0
AL Association of Non Profits	0
State of Alabama Employment site	0
Monster	1

Recruitment Source	Total Number of Referrals
University of Alabama at Birmingham Human Resources (via www.wbhm.org and www.uab.edu)	10
WBHM 90.3 FM On-Air Broadcasts	
AWARE Disability Management Program Referral	1
Employee Referral	4

Corporation for Public Broadcasting (CPB) Jobline www.cpb.org/jobline	
WBHM FaceBook	
Career Section	6

EXHIBIT A
FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: **Traffic Coordinator**

Recruitment Source that Referred the Hiree: Internal
Promotion

Date Vacancy Opened: January 25, 2019

Date Vacancy Filled: February 11, 2019

Total Number of Persons Interviewed for the Vacancy:

1

Recruitment Source	Total Number of Referrals
University of Alabama at Birmingham Human Resources (via www.wbhm.org and www.uab.edu)	0
WBHM 90.3 FM On-Air Broadcasts	0
AWARE Disability Management Program Referral	0
Employee Referral	0
Corporation for Public Broadcasting (CPB) Jobline www.cpb.org/jobline	0
WBHM FaceBook	0
Twitter/Reddit/other	0

Current Magazine (trade publication) www.current.org (Paid)	0
INDEED www.indeed.com (Unpaid-scraped from UAB Jobline)	0
Publicmediajobs.org	0
LinkedIN	0
Other Newspaper/ Other E newsletters	0
Other Individuals who referred	0
AL Association of Non Profits	0
State of Alabama Employment site	0
Monster	0
Jefferson State Career Services	0

EXHIBIT B

MENU OPTION ACTIVITIES

Station WBHM has engaged in the following outreach activities during the period covered by this Report covering 47CFR 73.2080.

Activity Classification	Type of Activity	Brief Description
EEO / Training	Staff Training/ PROFESSIONAL DEVELOPMENT to enhance staff skills and enable further advancement	<ul style="list-style-type: none"> Managerial Staff are encouraged to enroll in workshops and training programs administered by the licensee, University of Alabama at Birmingham. These workshops include HR training, FSLA Training, Manager Skills training and Performance Appraisal methods and application. Workshops include online elements and classroom training. Other training included

		<p>CPB/QCatalyst meeting with WBHM managers on digital training and development May 20, 2019. First of a number of meetings throughout the year on training and development of our digital efforts with consultants as part of a CPB-funded program</p> <p>Classes attended by: Michael Krall, Will Dahlberg, Sabrina Balch, Chuck Holmes, Audrey Atkins and Darrell McCalla</p>
EEO Training	Staff Training/Professional Development	<ul style="list-style-type: none"> • CPB is requiring annual harassment prevention training for all officers, employees and interns of each station as a condition of the grantee's eligibility for a radio or television Community Service Grant (CSG). Completed by ALL WBHM Employees by 10/01/2019 deadline. WBHM used the CPB Provided Navex Global Training service. • UAB implemented an online harassment-prevention education program that will establish a common definition of inappropriate behavior. All UAB Exempt and Non-Exempt faculty and staff will be asked to complete the interactive course within 60 days. WBHM Staff completed the training via the UAB E-Learning system throughout the year.

EEO/Mentoring	Outreach, Recruitment, Training and Internship Program	<ul style="list-style-type: none"> • Gigi Douban , WBHM ND trained and mentored news an intern in news reporting and production. Aug-November 2018 • Gigi Douban , WBHM ND trained and mentored news an intern in news reporting and production. Aug-January to April 2019 • Michael Krall, WBHM PD mentored a student who participated in a program in programming/production. Duties included learning creating promos, learning digital editing, and mixing audio. January-April 2019 • Gigi Douban , WBHM ND trained and mentored news an intern. He learned multi-platform journalism through his news internship. May-August 2019. • Various Job Shadowing students were accommodated by the WBHM News Dept. throughout the year.
EEO / Training	Staff Training/ PROFESSIONAL DEVELOPMENT to enhance staff skills and enable further advancement	<ul style="list-style-type: none"> • Public Radio Content Conference Minneapolis, MN August 29, 2019 The Public Radio Content Conference is the most vital opportunity for public radio program directors, producers, executives, and decision makers to gather, network, and lead the discussion of content and programming issues. WBHM Program Director Michael Krall
EEO / Outreach	Outreach, Recruitment	<ul style="list-style-type: none"> • The Women's Network. 10/25/18, 11/08/19, 01/10/19, 01/24/19, 2/14/19, 02/28/19, 03/14/19, 04/25/19, 05/19/19, 05/23/19, 6/27/2019, 07/11/19, 07/25/19, 8/08/2019, 08/22/19, 9/12/19. Bi-monthly meeting of The Women's Network Attended by Audrey Atkins, MM

EEO/Recruitment	Recruitment	<ul style="list-style-type: none"> • University of Montevallo Media Day February 20, 2019. Station meeting with Communications students to promote the station. Attended by Darrell McCalla • Discover UAB Resource Fair April 4 2019. This was a fair to exhibit to UAB employees the many resources that are available to them as employees of UAB. Attended by Sabrina Balch-Membership Manger, Diana Beattie-Membership Coordinator. • Pepper Place Farmers Market May 12, 2019. This was a booth at the local farmers market to meet and greet listeners and members. Attended by all WBHM Staff • The Rick Shaw Promise-The Marathon Continues Educational Panel for Minority, Middle and High School Boys. July 20th 2019. Attended by Amasico Rainer • Jazz in the Park July 28, 2019. Sherrel Wheeler Stewart and Amasico Rainer attended to engage listeners and members. • UAB Recstravaganza August 28, 2019. University Recreation's Welcome Back event to kick off the school year. It also includes a variety of community organizations that provide information and resources to students. WBHM had a tent at the event to share information with the students, including a sign up list to learn more about the station. Attended by: Will Dahlberg and Sabrina Balch • McDonough High School-AV Technology Class Sept 20, 2019. Discussion about the importance of NPR approach to the news. Presented by Amasico Rainer
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EEO / Training	<p>Staff Training/ PROFESSIONAL DEVELOPMENT</p> <p>To enhance staff skills and enable further advancement</p>	<ul style="list-style-type: none"> • Darrell McCalla, WBHM Director of Technology attended the following conferences and training seminars throughout the year. • (NAB) National Association for Broadcasting Annual Meeting, Las Vegas, NV and (PREC)Public Radio Engineering Conference, April 3-10, 2019 • Nautel User Group, SBE Ennis Foundation Seminars in conjunction with NAB • On Demand SBE Webinars: • Advanced RF Series: RF 201: Module 1 - FM Transmitter Systems • Cybersecurity Series • Cybersecurity Webinar Series Module 1: • Cybersecurity Webinar Module 2: • Understanding the Firewall • Module 3: Understanding Secured Remote Access • Introduction & Network Security Principals • BXF: Improving Broadcast Operation Workflow • Managing a Project and Outside Contractors for Success • Fundamentals of SNMP - Module 1-SBE, September 25
EEO / Training	<p>Staff Training/ PROFESSIONAL DEVELOPMENT</p> <p>To enhance staff skills and enable further advancement</p>	<p>Chuck Holmes WBHM General Manager attended these Professional Development events.</p> <ul style="list-style-type: none"> • Public Radio in Mid America meeting in St. Louis MO April 15, 2019.Conference of public radio leaders to discuss mission and audience engagement. • Public Radio Regional Organizations Planning Meeting April 4, 2019. Washington DC. Participation in planning meeting for annual conference of public radio leaders, focusing on outreach, diversity and outcomes for NPR member stations. • Public Radio Regional Organizations Super-Regional annual conference in New Orleans October 18-19, 2019. Annual convention of public radio

		leaders; participated as panelist on session on local collaborations.
EEO / Training	Staff Training/ PROFESSIONAL DEVELOPMENT To enhance staff skills and enable further advancement	<p>The following training opportunities where attended by Gigi Douban WBHM News Director.</p> <ul style="list-style-type: none"> • <u>PRNDI</u> (now Public Media Journalists Association)(PMJA) June 15, 2019 Washington DC Journalism Conference. • <u>Editorial Integrity and Leadership Initiative</u> August 31, 2019. An initiative through the CPB to help newsroom leaders draft and implement strategic initiatives. • <u>Leadership Birmingham</u>. An education and networking program for Birmingham-area individuals meeting regularly from September 2018-June 2019.
EEO / Training	Staff Training/ PROFESSIONAL DEVELOPMENT To enhance staff skills and enable further advancement	<ul style="list-style-type: none"> • ABA Conference--- August 9, 2019 Alabama Broadcasters Association Annual Meeting, Birmingham, AL <p>Attended by WBHM's Will Dahlberg-Deputy and WBHM's Darrell McCalla, Chief Operator</p>
EEO / Training	Staff Training/ PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> • Will Dahlberg, WBHM Deputy Director attended these training opportunities throughout the year. • "Management Fundamentals: Developing Others through Coaching" October 15, 2019. This class is part of a three-part series on management fundamentals for new managers. It is hosted by UAB's Organizational Learning & Development department. It was a 2 hour long workshop. • Management Fundamentals: Motivating Through Performance Management.

		October 22, 2019. This workshop is for new managers and helps them with learning new methods and skills in the performance management process. It is put on by the UAB Organizational Learning & Development.
EEO / Training	Outreach, Recruitment, Training and Internship Program	<ul style="list-style-type: none"> • Station tours with UAB Communications Class students April, May and October 2019, Comprehensive tour of all aspects of the station with discussions about journalism, production, and engineering. Presented by Darrell McCalla, Gigi Douban and Michael Krall.
		<ul style="list-style-type: none"> • Online News Association Conference 2019, September 12-14, 2019. V Journalists travel to ONA's conference each year to learn about new tools, techniques and technologies, to discuss advancements and challenges in the industry, take advantage of the rare opportunity to network face-to-face, and share best practices with peers from all over the map. Attended by: Miranda Fulmore and Janae Pierre.
EEO/Outreach	COMMUNITY OUTREACH/ ENGAGEMENT	<p>Chuck Holmes, WBHM General Manager Attended, and Moderated or gave a Presentation for all of the following throughout the year. Birmingham, AL</p> <ul style="list-style-type: none"> • National Security class lecture/Q&A January 23, 2019 • Alabama Humanities Foundation Colloquium October 1. 2018- Moderated panel of AHF honorees in the arts, civil rights, education and business. • Moderate panel on women in business with Sallie Krawcheck March 19, 2019 • Healthy Alabama 2030 Grand Challenge planning (meets monthly) December 2018-2019 • Alabama Humanities Foundation

		<p>Colloquium May 3, 2019. Moderated panel of AHF honorees in the arts, civil rights, education and business.</p> <ul style="list-style-type: none"> • South Highlands Presbyterian Church October 19, 2019. Address to the church's Wednesday night dinner about WBHM's mission, importance of local journalism and service to the community. • HICA community events June 13, 2019. Community event of the Hispanic Interest Coalition of Alabama, participated in discussions of diversity and station goals. • Community Foundation of Greater Birmingham - Report to the Community June 13, 2019. Community event to discuss community needs, diversity and station goals. • Religious Perspectives on Bridging Racial and Faith Divides June 17, 2019. Community event focused on conversations across diversity. • Alabama Media Professionals monthly meeting July 7, 2019. Speaker at monthly meeting of association of media freelancers to describe station's mission and potential recruitment. • Thriving Communities August 15, 2019. A community event to highlight efforts to bring together disparate communities and WBHM's role in outreach and diversity. • Leadership Birmingham conference April 24, 2019. Moderated forum on Alabama issues and concerns, outreach to the community • Leadership Birmingham September 6, 2019. Leadership
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		<p>luncheon, including station's role in the community.</p> <ul style="list-style-type: none"> • Alabama Live HealthSmart Community Meeting September 11, 2019. Community meeting to discuss improving public health in disadvantaged neighborhoods. Station's role in helping to inform public about health outcomes. • Alabama Possible dinner October 22, 2019. Represented WBHM in event to examine ways to alleviate poverty in Alabama. • Creative Mornings Birmingham October 25, 2019. Moderated a panel on creativity and innovation in Birmingham.
EEO/Outreach	Outreach, Recruitment	<p>These following Events located in WBHM's listening area where either Public, Private or Corporate Events Attended by WBHM to promote the station in the community.</p> <ul style="list-style-type: none"> • YMBC talk - Trust and the Media July 29, 2019 Gigi Douban gave a talk about building audience trust in a fractured media landscape. • The Women's Network October 25, 2018. Gigi Douban Moderated a panel of journalists to discuss the value of local journalism. • Dragon Boat Race to benefit Mitchell's Place August 24, 2019. Amasico Rainer attended this event to engage our listeners and members. • "White Lies" event at Sidewalk Film Festival August 25, 2019. Event to highlight the "White Lies" podcast and explore racial history of Alabama. Attended by Chuck Holmes, Will Dahlberg, Audrey Atkins, others • Tiny Desk Review August 1, 2019. This was a public event showcasing local entrants to NPRs Tiny Desk contest. Attended by All Staff • The Big Q May 8, 2019. WBHM's live event series featuring community conversations on issues of importance. Attended by All Staff

		<ul style="list-style-type: none"> Taste of 5 Points September 8, 2019. "The Taste of 5 Points" is a community event organized around the 5 Points Neighborhood in Birmingham. It focuses on businesses, resources, and community organizations that service this neighborhood. WBHM has many listeners and members that live in this area, including several people on our Junior Board. We had a table where we gave out information about the station, as well as signed people up for our newsletter. Attended by Will Dahlberg and Sarah Labriola. Sidewalk's Screen Talk Series Oct. 15, 2019 Screentalk is a monthly documentary film and discussion initiative designed to stimulate conversation. Each screening is followed by a curated panel of local experts who share their knowledge, insight and analysis of the film's topics. This month's screening featured the biopic "Raise Hell: The Life and Times of Molly Ivins." WBHM Host Janae Pierre attended and was on the panel of experts. The Big Q November 14, 2019. WBHM's live event series featuring community conversations on issues of importance. Attended by All Staff and NPR 1A Host and Producers. Held at Iron City.
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